



Early Journal Content on JSTOR, Free to Anyone in the World

This article is one of nearly 500,000 scholarly works digitized and made freely available to everyone in the world by JSTOR.

Known as the Early Journal Content, this set of works include research articles, news, letters, and other writings published in more than 200 of the oldest leading academic journals. The works date from the mid-seventeenth to the early twentieth centuries.

We encourage people to read and share the Early Journal Content openly and to tell others that this resource exists. People may post this content online or redistribute in any way for non-commercial purposes.

Read more about Early Journal Content at <http://about.jstor.org/participate-jstor/individuals/early-journal-content>.

JSTOR is a digital library of academic journals, books, and primary source objects. JSTOR helps people discover, use, and build upon a wide range of content through a powerful research and teaching platform, and preserves this content for future generations. JSTOR is part of ITHAKA, a not-for-profit organization that also includes Ithaka S+R and Portico. For more information about JSTOR, please contact support@jstor.org.

Effective House Organs—The Principles and Practice of Editing and Publishing Successful House Organs. By ROBERT E. RAMSAY.
New York: D. Appleton & Co., 1920. Pp. xii+355.

Any author is handicapped by having too much claimed for his book, and when the author is a prominent leader in advertising organizations which preach the dangers of the superlative and the persuasiveness of restraint, he may well fear the consequences of sweeping statements made in his behalf by some eager copywriter. Mr. Ramsay has been thus handicapped. Such claims as "Every conceivable angle in the publishing of a house organ is covered in this book," "The first practical work on house organs thus far published," and "If you are contemplating using a house organ . . . it makes everything clear," made in the publisher's advertising, set a mark which it is extremely difficult for any author to come up to, even when he takes ten years to write his book, as Mr. Ramsay tells us he did. Fortunately, however, his book has much merit—merit enough to satisfy most readers and to win the respect of all.

Mr. Ramsay has divided his book into two parts of approximately equal length. Part I, he announces, "lays down the principles of editing and publishing house organs of all classes," but as a matter of fact describes in great detail the practices prevailing in the editing of house organs, with little attempt at the formulation of real principles.

The first chapter, labeled "Historical," defines the house organ as "any periodical publication issued by a person, firm, organization or corporation for distribution among any particular class of people, either for promoting goodwill, increasing sales, inducing better efforts, or developing greater returns on any form of investment"; points out that many regular magazines of today began life as house organs; enumerates some of the varied things which have been accomplished by the house organ; and cites an estimated annual expenditure of \$9,000,000 to show the growth of the house organ as a form of advertising in recent years. As one would expect in a book of this type, scant attention is given the antecedents of the present-day house organ—less than one page, to be exact—and practically nothing is said to connect the house organ with the momentous changes in our industrial and commercial institutions which have been working out in modern large-scale business.

The second chapter groups house organs according to physical make-up and editorial content. This second classification is somewhat confusing because the author uses the same analysis to bring out different

classes of readers and different editorial purposes, and because he fails to distinguish between customers (immediate buyers) and consumers (ultimate users) in his discussion of "consumer or user's house organs" (pp. 35-37). The very simple, but useful classification of house organs as external or internal is not used at all.

The remaining chapters in this first part are devoted to technique. In discussing "The Plan," "The Preliminaries," "The Data," "The Make Up," "The Mechanical Details," and "Miscellaneous" the author supplements his own varied and successful experience with frequent quotations from other house organ editors, and introduces many illustrations which enable the reader to visualize the publications and processes under discussion.

In Part II the author surveys the use made of the house organ by various classes of business organizations—manufacturers, wholesalers, retailers, banks, public service companies, schools, etc. Frequently his rapid review of successful practices is supplemented with quotations which state vital policies in the editors' own words. Into the eighteen chapters which comprise this part Mr. Ramsay has packed a great mass of facts and ideas of considerable value to those who are actually engaged in publishing house organs or who have a new publication in a given field under consideration.

The book ends with six appendixes which are largely concerned with proving that house organs pay. The most valuable is the first one, which gives data on costs.

Three classes of readers would seem to be concerned with this book: (1) house organ editors, (2) business executives who wish to study the possibilities of the house organ as an instrument of personnel or market administration, and (3) young people who find it a part of their training for business to study the house organ in some detail. To the first of these classes Mr. Ramsay has unquestionably rendered a great service. He has assembled a large amount of "brass tack" information and has organized it so that each editor can easily pick out what relates to his problems. The student likewise will find the book very useful—particularly Part I. With all its detail, it is not too technical to be easily understood by anyone specializing in advertising, and the author's recommendations on mooted points of editorial policy are, generally speaking, quite sound. The average business executive, on the contrary, will probably not find the book so satisfactory. He is likely to regret the complete absence of economic background, especially in the historical chapter, where it would have been helpful to sketch the reasons for the

house organ of today in terms of widening markets, impersonal relations, intense competition, and the other characteristics of modern business. It is at least possible that he will resent the evident bias of the author in favor of house organs as a form of advertising, the efforts to "sell" the house organ idea with practically no recognition of its limitations. And he is almost sure to desire a fuller treatment of the "company magazine" or "plant organ" in view of its importance in present-day programs of employment administration.

In spite of frequent illustrations and a wealth of case material the book is hard to read—partly because of the author's excessive use of short paragraphs and tendency to stringy organization in place of clean-cut analysis, but chiefly because of poor spacing and other elemental faults of typography. However, for all who want a comprehensive, authoritative, and highly practical discussion of house organ policies and technique, the book is easily the best available. This does not mean much as long as the book stands practically alone in its field, but it bids fair to hold a permanent place in house organ literature. Certainly Mr. Ramsay may confidently expect his book to succeed in what he calls his primary purpose—to bring not *more* house organs, but *better* house organs into the business world.

NATHANIEL W. BARNES

UNIVERSITY OF CHICAGO

Selected Readings in Public Finance. By C. J. BULLOCK. 2d edition. Boston: Ginn & Co., 1920. Pp. 920.

This is a new edition of Bullock's standard collection of readings in public finance. It retains three-fourths of the original selections, and replaces the remainder by more recent material. There are, in addition, three entirely new chapters, dealing with topics which have only of late been given the attention which they deserve in treatises on public finance, viz., State and Local Taxation, Problems of Tax Administration, and the Increment Tax. Although the second edition contains 250 pages more than the original edition, the substitution of a finer paper has substantially reduced the size and weight of the book.

At least while the present scarcity of satisfactory texts in public finance continues, this book is absolutely indispensable for college courses in public finance, whether with or without an accompanying textbook of the more formal type, and has no real competitor in its own field. The revision has greatly added to its usefulness, and the only